Digital Sandip Academy

X

noble UNIVERSITY
GLOBAL VISION

UNIVERSITY CERTIFIED | UNIVERSITY CERTIFIED | UNIVERSITY CERTIFIED | UNIVERSITY CERTIFIED | UNIVERSITY CERTIFIED | UNIVERSITY CERTIFIED

12 MONTHS

NOBLE UNIVERSITY CERTIFIED

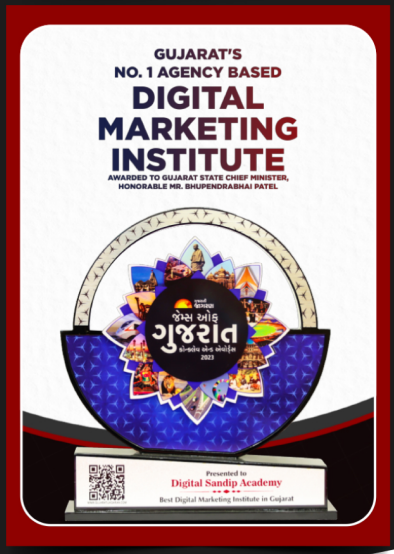
DIGITAL MARKETING COURSE

A Journey of Growth, Learning, and
Global Recognition with
Digital Sandip Academy & Noble University.

AWARDED BY

GUJARAT'S NO. 1 AGENCY BASED DIGITAL MARKETING INSTITUTE

We are privileged to have been awarded by the **Gujarat State Chief Minister, HON. MR. BHUPENDRABHAI PATEL** at the **'JAGRAN GUJARATI - GEMS OF GUJARAT AWARDS & CONCLAVE '** for **"BEST AGENCY BASED DIGITAL MARKETING INSTITUTE"** in the Education Industry. It's our immense pride in serving the best education to the generation.



WE ACHIEVED

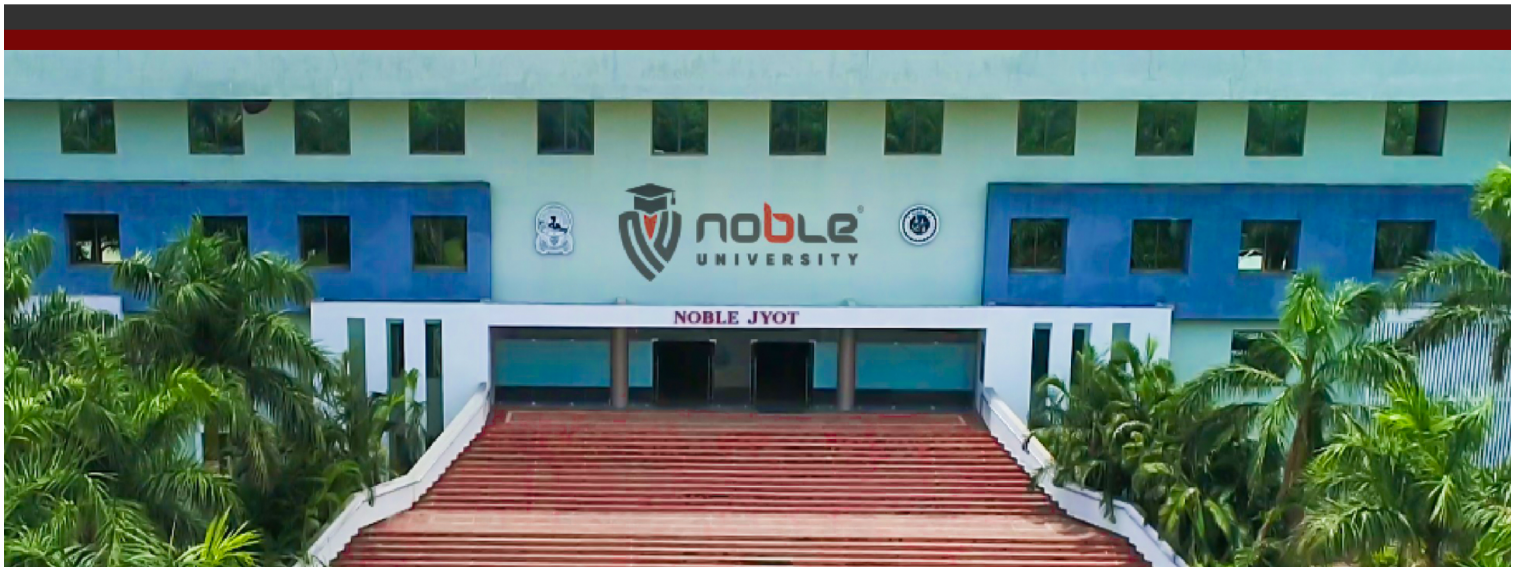
150,000+ STUDENTS TRAINED	**8000+** PLACEMENTS	**500+** HIRING PARTNERS	
500+ STARTUPS	**15+** CERTIFICATES	**40+** PREMIUM TOOLS	**500+Hrs** INTERNSHIP TRAINING

About
Digital Sandip Academy & Noble University Collaboration

Digital Sandip Academy, a premier, **Gujarat CM-awarded digital marketing institute based in Ahmedabad,** proudly announces its **association with Noble University**, a distinguished, government-recognized, non-profit state private university located amidst the serene mountain landscapes of Girnar, Junagadh.

This prestigious partnership unites practical expertise and academic excellence, bringing you a one-of-a-kind, **12-month, university-certified Masters Program in Digital Marketing.**
With this government-recognized certification, students gain not only advanced digital marketing skills but also a credential that holds global credibility and value in today's competitive job market.

Join us in taking a transformative step towards a successful career in digital marketing, backed by the trust and recognition of both Digital Sandip Academy and Noble University.



WHY CHOOSE DIGITAL SANDIP ACADEMY AND NOBLE UNIVERSITY CERTIFIED COURSE?

1 **GLOBALLY RECOGNIZED CERTIFICATION**

STAND OUT WITH A NOBLE UNIVERSITY-CERTIFIED QUALIFICATION VALUED WORLDWIDE.

2 **12-MONTH COMPREHENSIVE CURRICULUM**

MASTER SEO, SOCIAL MEDIA, CONTENT, ANALYTICS, AND MORE, DESIGNED BY INDUSTRY EXPERTS.

3 **DUAL CERTIFICATION: DSA + NOBLE UNIVERSITY**

GAIN TWO RESPECTED CREDENTIALS TO BOOST YOUR RESUME.

4 **CAREER ADVANCEMENT**

INCREASE JOB PROSPECTS, EARNING POTENTIAL, AND GAIN ACCESS TO OUR EXCLUSIVE ALUMNI NETWORK.

5 **LIFETIME ACCESS & FREE UPDATES**

GET LIFETIME PORTAL ACCESS AND FREE COURSE UPGRADES

6 **UNIVERSITY FACULTY LECTURES**

LEARN MARKETING, ADVERTISING AND BRANDING FROM INDUSTRY EXPERIENCED PROFESSORS

7 **FLEXIBLE LEARNING LOCATIONS**

STUDY ONLINE FROM ANYWHERE OR OFFLINE IN AHMEDABAD, JUNAGADH

8 **HIGHER SALARY POTENTIAL**

POSITION YOURSELF FOR TOP ROLES AND SALARY HIKES IN DIGITAL MARKETING.

9 **DSA JOB ASSIST PROGRAM**

AND TEXT ME YE- RECEIVE JOB PLACEMENT SUPPORT AND CONNECT WITH TOP EMPLOYERS AFTER COURSE COMPLETION

PROGRAM HIGHLIGHTS

DURATION **12 MONTHS**

CERTIFICATION: NOBLE UNIVERSITY-CERTIFIED MASTER'S IN DIGITAL MARKETING

CLASSES: ONLINE & OFFLINE OPTIONS, WITH REAL-WORLD PROJECT EXPOSURE

MODULES COVERED

- SOCIAL MEDIA MARKETING
- SEO & SEM
- EMAIL MARKETING
- DATA ANALYTICS
- E-COMMERCE MARKETING
- CONTENT CREATION, AND MORE!

INTERNSHIP OPPORTUNITIES

GAIN REAL-WORLD EXPERIENCE THROUGH
AN INTERNSHIP PROGRAM WITH LEADING BRANDS

WHY AI- POWERED

DIGITAL MARKETING

DIGITAL MARKETING MODULE

SEO COURSE 80+ HRS

- WEBSITE SEO
- YOUTUBE SEO
- GMB SEO
- APPLICATION SEO
- BLOG SEO
- ECOMMERCE SEO

SMM COURSE 80+ HRS

- FACEBOOK MARKETING
- INSTAGRAM MARKETING
- SOCIAL MEDIA CALENDER
- HASHTAG RESEARCH
- CAPTION WRITING
- CONTENT MARKETING
- LINKEDIN MARKETING
- TWITTER MARKETING
- FACEBOOK ADS
- FACEBOOK ADS FUNNEL

GOOGLE ADS 80+ HRS

- PPC ADS
- DISPLAY ADVERTISING
- YOUTUBE ADVERTISING
- GMAIL ADS
- UNIVERSAL ADS
- REMARKETING ADS
- PERFORMANCE MAX
- CONVERSION GOAL
- CUSTOM AUDIENCE
- GOOGLE ANALYTICS

SPECIAL LECTURES

- WHATSAPP MARKETING
- CHATBOT MARKETING
- EMAIL MARKETING
- WEBSITE DESIGNING
- SHOPPING ADS
- SMART CAMPAIGN
- ADS FUNNEL CREATION

ADVERTISING & BRANDING MODULE

AD SHOOT

- VIDEO ADS CREATION
- SHORT VIDEO ADS
- LONG VIDEO ADS
- COMMERCIAL AD SHOOT

STUDIO SETUP

- TOOLS AND GADGETS
- CAMERA FUNCTIONALITY
- LIGHT SETUP
- TYPES OF LIGHTS
- SCRIPT WRITING

BRANDING & MARKETING

- PRINCIPLES OF MARKETING
- MARKETING LECTURES
- BRANDING LECTURES

SPECIAL LECTURES

- BLOCK CHAIN IN DIGITAL MARKETING
- SUCCESS SECRET WITH BRANDING AND ADV.
- ECOMMERCE MARKETING
- FUNNEL AUTOMATION
- ETHICAL HACKING AND CYBER SECURITY

4-MONTH COURSE MODULE

MARKETING AND BRANDING

MONTH 1: FOUNDATIONS OF MARKETING

WEEK 1: INTRODUCTION TO MARKETING

- OVERVIEW OF MARKETING PRINCIPLES
- KNOWING MARKET NEEDS & CUSTMR BEHAVIOUR
- THE MARKETING MIX 4 PS

WEEK 2: MARKET RESEARCH & ANALYSIS

- TYPES OF MARKET RESEARCH
- CONDUCTING SURVEYS AND FOCUS GROUPS
- ANALYZING DATA AND DRAWING INSIGHTS

WEEK 3: SEGMENT, TARGET, POSITION

- MARKET SEGMENTATION STRATEGIES
- IDENTIFYING TARGET MARKETS
- POSITIONING YOUR BRAND IN THE MARKET

WEEK 4: DIGITAL MARKETING BASICS

- INTRODUCTION TO DIGITAL MARKETING CHANNELS
- OVERVIEW OF SOCIAL MEDIA, SEO, EMAIL MARKETING
- INTEGRATING DIGITAL AND TRADITIONAL MARKETING

MONTH 2: BRANDING ESSENTIALS

WEEK 1: UNDERSTANDING BRANDING

- DEFINITION AND IMPORTANCE OF BRANDING
- ELEMENTS OF A STRONG BRAND
- BRAND IDENTITY VS. BRAND IMAGE

WEEK 2: BUILDING A BRAND STRATEGY

- CREATING A BRAND VISION AND MISSION
- DEVELOPING BRAND VALUES
- CRAFTING YOUR BRAND STORY

WEEK 3: VISUAL BRANDING

- DESIGNING A BRAND LOGO
- CHOOSING BRAND COLORS AND TYPOGRAPHY
- CREATING BRAND GUIDELINES

WEEK 4: BRAND COMMUNICATION

- DEVELOPING YOUR BRAND VOICE
- EFFECTIVE MESSAGING STRATEGIES
- IMPORTANCE OF CONSISTENCY IN BRANDING

MONTH 3: ADVANCED MARKETING STRATEGIES

WEEK 1: INT. MARKETING COMMUNICATIONS

- UNDERSTANDING IMC
- DESIGNING AN IMC STRATEGY
- TOOLS FOR EFFECTIVE IMC

WEEK 2: CONTENT MARKETING

- IMPORTANCE OF CONTENT IN BRANDING
- TYPES OF CONTENT MARKETING
- CREATING A CONTENT CALENDAR

WEEK 3: SOCIAL MEDIA MARKETING

- BUILDING YOUR BRAND ON SOCIAL MEDIA
- PRACTICES FOR SOCIAL MEDIA MANAGEMENT
- MEASURING SOCIAL MEDIA SUCCESS

WEEK 4: SEARCH ENGINE OPTIMIZATION

- BASICS OF SEO AND ITS ROLE IN MARKETING
- KEYWORD RESEARCH & ON PAGE OPTIMIZATION
- LINK BUILDING STRATEGIES

MONTH 4: MEASURING AND EVOLVING YOUR BRAND

WEEK 1: BRAND PERFORMANCE METRICS

- KEY PERFORMANCE INDICATORS (KPIS) FOR BRANDING
- MEASURING BRAND AWARENESS AND ENGAGEMENT
- TOOLS FOR MONITORING BRAND PERFORMANCE

WEEK 2: CONSUMER & BRAND FEEDBACK

- GATHERING AND ANALYZING CUSTOMER FEEDBACK
- ADAPTING BRANDING STRATEGIES BASED ON INSIGHTS
- CASE STUDIES OF SUCCESSFUL BRAND ADAPTATION

WEEK 3: CRISIS MANAGEMENT IN BRANDING

- UNDERSTANDING BRAND CRISIS SCENARIOS
- STRATEGIES FOR EFFECTIVE CRISIS COMMUNICATION
- REBUILDING BRAND REPUTATION POST-CRISIS

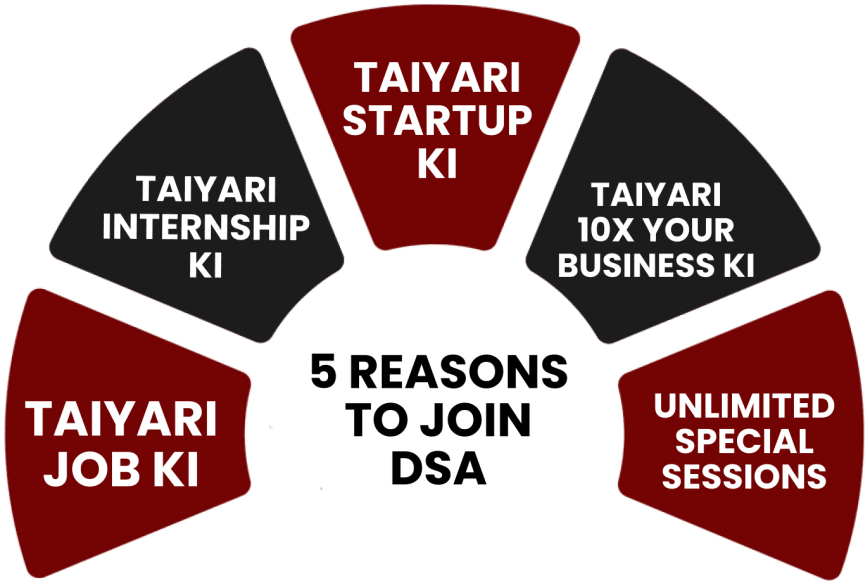
WEEK 4: TRENDS IN MARKETING & BRANDING

- EMERGING TRENDS IN DIGITAL MARKETING
- THE ROLE OF AI AND AUTOMATION IN MARKETING
- SUSTAINABILITY AND ETHICAL BRANDING

WHO IS THIS PROGRAM FOR

IF YOU'RE AIMING TO ACCELERATE THE GROWTH OF YOUR BUSINESS AND MAXIMIZE ITS POTENTIAL USING DIGITAL PLATFORMS, THEN TAPPING INTO THE FULL POWER OF DIGITAL MARKETING IS KEY. THIS PROGRAM IS DESIGNED PRECISELY FOR INDIVIDUALS AND BUSINESSES READY TO EXPAND THEIR REACH, CONNECT WITH NEW AUDIENCES, AND ACHIEVE GREATER VISIBILITY IN TODAY'S DIGITAL LANDSCAPE. THROUGH TARGETED STRATEGIES AND INSIGHTS, THIS PROGRAM EQUIPS YOU WITH THE SKILLS TO HARNESS DIGITAL TOOLS EFFECTIVELY, ENSURING YOUR BUSINESS CAN THRIVE IN THE EVER-EVOLVING ONLINE MARKETPLACE.

DIGITAL MARKETER SUCCESS ROADMAP



TAIYARI JOB KI

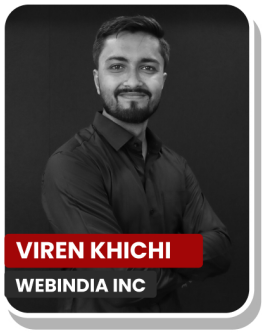
RESUME BUILDING TRAINING

INTERVIEW WITH DIGITAL SANDIP

INDUSTRY EXPERT INTERVIEWER

INTERVIEW PROCESS

PLACEMENTS 2024



HIRING PARTNERS

zydus Dedicated To Life
JADE BLUE
TCS TATA CONSULTANCY SERVICES
Havmor ICE CREAM
INTAS
STUDI45
firstcry.com
Communication Crafts
BRDS
WebIndia Inc MAKING WEBSITES MORE PROFITABLE
pwc
uplers
ZGC Zero Gravity Communications
RENÉE
mediaNV DATA DRIVEN MEDICAL MARKETING

UNIVERSITY COLLABORATION

IIMA विद्याविनियोगाद्विकास:
nu
Parul University
INDUS UNIVERSITY
SAL EDUCATION
noble UNIVERSITY
PANDIT DEENDAYAL ENERGY UNIVERSITY A RESERVOIR OF KNOWLEDGE
Entrepreneurship Development Institute of India (EDII)
SILVER OAK UNIVERSITY EDUCATION TO INNOVATION
SKIPS SCHOOL OF BUSINESS
Marwadi University
KARNAVATI UNIVERSITY
Ganpat University
GLS UNIVERSITY
ATMIYA UNIVERSITY

CONVOCATION

2024

WE'RE CELEBRATING ACHIEVEMENT AND GROWTH

A MILESTONE EVENT

THE DSA CONVOCATION MARKS A SIGNIFICANT MILESTONE FOR STUDENTS COMPLETING THEIR DIGITAL MARKETING COURSES, CELEBRATING THEIR HARD WORK, DEDICATION, AND MASTERY OF DIGITAL SKILLS.

RECOGNIZING EXCELLENCE

OUTSTANDING PERFORMERS AND HIGH ACHIEVERS ARE AWARDED SPECIAL HONORS, CERTIFICATES, AND AWARDS, SHOWCASING THEIR COMMITMENT TO EXCELLENCE IN DIGITAL MARKETING.

NETWORKING OPPORTUNITIES

CONVOCATION DAY IS ALSO A NETWORKING PLATFORM WHERE GRADUATES CAN CONNECT WITH INDUSTRY EXPERTS, ALUMNI, AND PEERS, OPENING DOORS TO FUTURE COLLABORATIONS AND JOB OPPORTUNITIES.

SPECIAL GUESTS AND SPEAKERS

INDUSTRY LEADERS AND DIGITAL MARKETING EXPERTS OFTEN GRACE THE EVENT, PROVIDING VALUABLE INSIGHTS INTO CURRENT TRENDS, CAREER ADVICE, AND MOTIVATIONAL GUIDANCE.

EMBRACING PRACTICAL LEARNING

DSA'S FOCUS ON PRACTICAL TRAINING IS HIGHLIGHTED THROUGH PROJECT SHOWCASES AND PRESENTATIONS, WHERE STUDENTS DEMONSTRATE REAL-WORLD SKILLS THEY'VE DEVELOPED DURING THEIR STUDIES.

CREATING DIGITAL LEADERS

THE DSA CONVOCATION FOSTERS A STRONG COMMUNITY AMONG GRADUATES, ENCOURAGING LIFELONG LEARNING AND CONTINUED SUPPORT THROUGH THE DSA ALUMNI NETWORK.

DIGITAL MARKETING PLATFORMS AND TOOLS

DIGITAL SANDIP ACADEMY PROVIDES LIVE PRACTICAL TRAINING AND HANDS ON EXPERIENCE IN THE BEST TOOLS USED BY ALL EXPERTS WORLDWIDE. THE FOLLOWING TOOLS WILL HELP STREAMLINE YOUR BUSINESS AND FACILITATE GROWTH.

Bing ads · semrush competitors research · Google Ad Manager · Google Analytics · Google Search Console · Google Tag Manager · YouTube | Advertising · copysmith · ICONOSQUARE · hunter · YouTube Analytics · Google Data Studio · zapier · mailchimp · click funnels · ClickSend · Flick · RETARGETKIT · Pabbly · Inshot · Taplink · Trello · Swipe Pages · Canva

DSA'S CERTIFICATES

15 EXTERNAL INTERNET MARKETING CERTIFICATIONS

Google Ads · Bing · semrush · Meta · LinkedIn · YouTube Creator Academy · Instagram ACADEMY · Google My Business · HubSpot

OPPORTUNITIES IN DIGITAL MARKETING FOR FREELANCERS

FLEXIBLE WORK & INCOME

SET YOUR HOURS, WORK REMOTELY, AND HANDLE MULTIPLE CLIENTS FOR MORE INCOME.

HIGH DEMAND FOR SKILLS

DIGITAL MARKETING ROLES GROW 10% ANNUALLY, WITH SEO, SOCIAL MEDIA, AND ADS IN DEMAND.

EARNINGS POTENTIAL

FREELANCERS EARN $50–$150 PER HOUR, WITH SPECIALIZED SKILLS COMMANDING HIGHER RATES.

GLOBAL FREELANCE MARKET EXPANSION

FORECASTED TO REACH $14 BILLION BY 2033, WITH ANNUAL GROWTH RATE OF 16.8%

SOCIAL MEDIA & TOOLS

BRANDS NEED FREELANCERS FOR SOCIAL MEDIA; TOOLS LIKE CANVA MAKE REMOTE WORK EASIER.

FREELANCE GROWTH IN INDIA

INDIA'S FREELANCE MARKET GROWS 30% BY 2025, WITH SMBS EXPANDING THEIR DIGITAL PRESENCE.

TYPES OF DIGITAL MARKETING FREELANCE JOBS

01 DIGITAL MARKETING STRATEGIST

02 PPC MANAGER

03 SEO SPECIALIST

04 SOCIAL MEDIA MANAGER

05 AFFILIATE MARKETER

06 E-COMMERCE SPECIALIST

07 EMAIL MARKETER

08 MARKETING ANALYST

09 INFLUENCER MARKETING MANAGER

10 CONTENT MARKETER

TAIYARI JOB KI

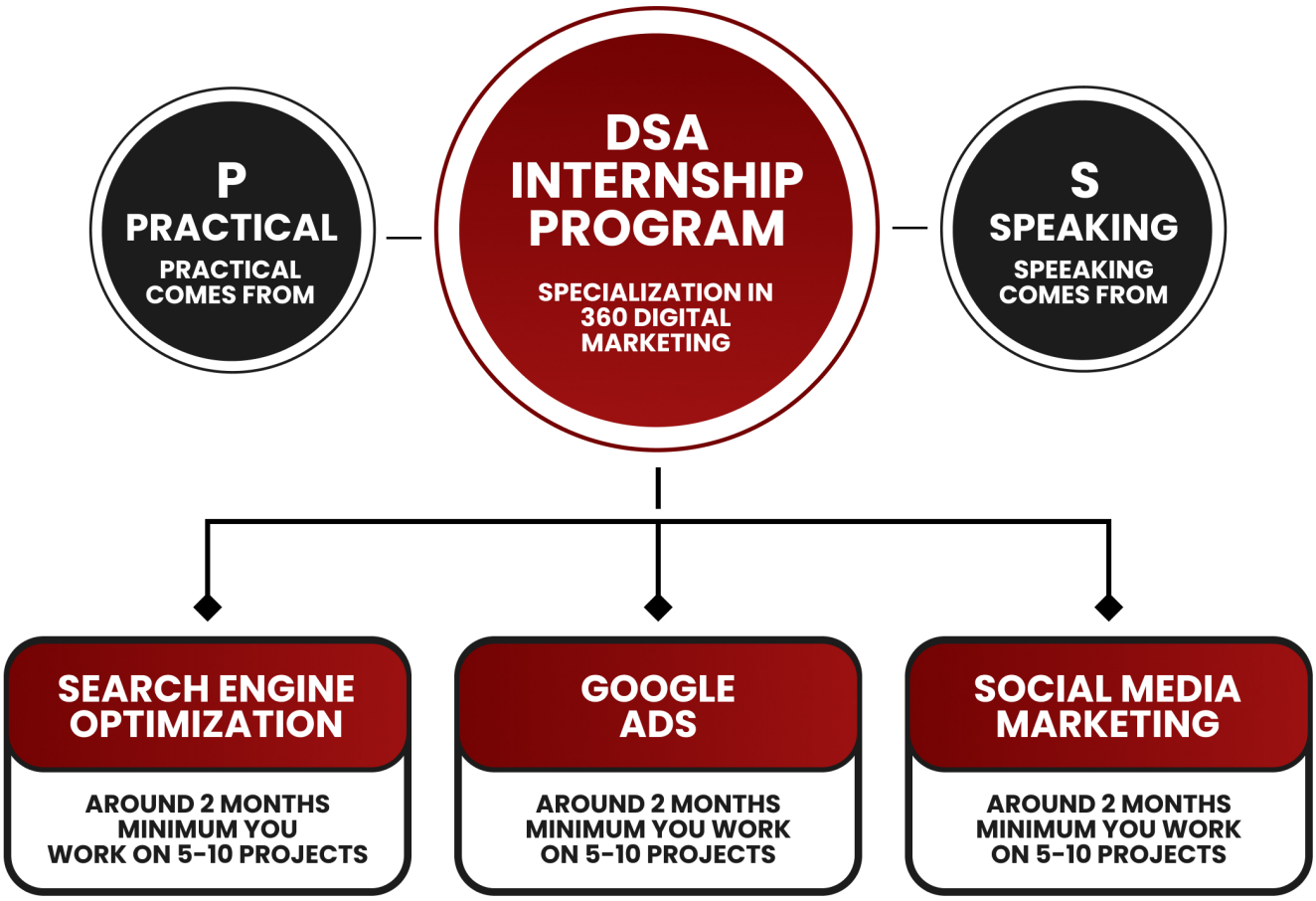
OUR PLACEMENT CELL IS DIVIDED INTO HEAD OFFICE AND ZONAL TEAMS TO ENSURE WE ARE ABLE TO OFFER REGION WISE JOB AND INTERNSHIP OPPORTUNITIES FOR CANDIDATES. WE HAVE A TEAM OF ENTHUSIASTIC MEMBERS, RESPONSIBLE FOR INTERFACING WITH ORGANIZATION AND ASSISTING THOUSANDS OF STUDENTS IN SECURING THE BEST PLACEMENTS. WE HAVE MORE THAN 500+ HIRING PARTNERS

TAIYARI STARTUP KI

THE DSA STARTUP TRAINING PROGRAM PROVIDES ENTREPRENEURS WITH THE SKILLS AND RESOURCES THEY NEED TO GROW THEIR BUSINESSES. WE TRAIN THEM FOR LIVE CLIENT PITCHING SO THAT THEY CAN BECOME EXPERT IN COMMUNICATION AND HANDLING CLIENTS PERFECTLY, WE ALSO HELP THEM WITH ACCESS TO FREE OR LOW-COST WORKSPACE, OFFICE SERVICES, BROADBAND INTERNET, AND MENTORSHIP, THE PROGRAM GIVES STARTUPS THE TOOLS THEY NEED TO BE SUCCESSFUL.
WE HAVE MORE THAN 500+ STARTUPS

TAIYARI INTERNSHIP KI

INTERNSHIPS ARE A VERY IMPORTANT PART OF OUR DSA EDUCATION PROGRAM. IT GIVES STUDENTS POWER OF PRACTICAL KNOWLEDGE AND ALSO A LIVE EXPERIENCE OF HOW EVERYTHING WORKS IN A COMPANY WHEN THEY GO FOR A JOB. DSA IS SETTING UP PROFESSIONAL INTERNSHIPS WHERE WE OFFER STUDENTS A CHANCE TO WORK WITH INDUSTRY PROFESSIONALS. STUDENTS LEARN THE THEORY IN THE CLASSROOM AND PUT IT INTO PRACTICE HERE.



ABOUT INTERNSHIP

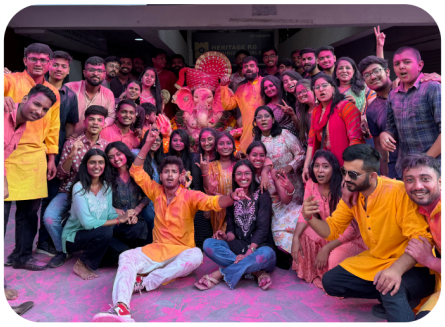
INTERNSHIPS ARE A VERY IMPORTANT PART OF OUR DSA EDUCATION PROGRAM. IT GIVES STUDENTS POWER OF PRACTICAL KNOWLEDGE AND ALSO A LIVE EXPERIENCE OF HOW EVERYTHING WORKS IN A COMPANY WHEN THEY GO FOR A JOB. DSA IS SETTING UP PROFESSIONAL INTERNSHIPS WHERE WE OFFER STUDENTS A CHANCE TO WORK WITH INDUSTRY PROFESSIONALS. STUDENTS LEARN THE THEORY IN THE CLASSROOM AND PUT IT INTO PRACTICE HERE.

INDUSTRY VISIT

OUR PLACEMENT CELL IS DIVIDED INTO HEAD OFFICE AND ZONAL TEAMS TO ENSURE WE ARE ABLE TO OFFER REGION WISE JOB AND INTERNSHIP OPPORTUNITIES FOR CANDIDATES. WE HAVE A TEAM OF ENTHUSIASTIC MEMBERS, RESPONSIBLE FOR INTERFACING WITH ORGANIZATION AND ASSISTING THOUSANDS OF STUDENTS IN SECURING THE BEST PLACEMENTS. WE HAVE MORE THAN 500+ HIRING PARTNERS

LIFE AT DSA

OUR INSTITUTE ISN'T JUST ABOUT EDUCATION; IT'S A VIBRANT COMMUNITY WHERE TRADITION, FUN, AND PASSION COME TOGETHER! WE DO CELEBRATE EVERY FESTIVAL TOGETHER LIKE GANPATI, NAVRATRI, PLAY CRICKET, GO ON TRIPS WE ARE A FAMILY WHERE WE LEARN WITH HAVING LOTS OF FUN



COURSE SCHEDULE

ONLINE BATCH OFFLINE BATCH

MORNING	AFTERNOON	EVENING
08am - 10am MON - TUE - WED	02pm - 04pm MON - TUE - WED	04pm - 06pm THU - FRI - SAT
08am - 10am THU - FRI - SAT		07pm - 09pm MON - TUE - WED
11am - 01am MON - TUE - WED		

75671 54257

www.digitalsandipacademy.com

OUR BRANCHES

C G Road

8th Floor, Sarovar Complex, beside FLH3, Chimanlal Girdharlal Rd, Ambawadi, Ahmedabad, Gujarat 380009

New Nikol

Office 301, Platinum Plaza, opp K. Mall NR, Shukan bungalows, Nava Nikol, Ahmedabad, Gujarat 382350

Junagadh

Noble University City Campus Near Bus Station, Ambawadi, Joshipara, Junagadh, Gujarat 362001

DSA

Digital Sandip Academy